

## Message Text

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53

ACTION COME-00

INFO OCT-01 AF-08 NEA-10 ISO-00 EB-07 /026 W

----- 047266

R 011056Z NOV 76

FM AMCONSUL DHAHRAN

TO SECSTATE WASHDC 5064

INFO AMEMBASSY DAMASCUS

AMEMBASSY JIDDA

AMEMBASSY KHARTOUM

AMEMBASSY LAGOS

UNCLAS DHAHRAN 1372

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: PROPOSED IOWA STATE IOGA TRADE MISSION

REF: (A) STATE 256451 (NOTAL), (B) JIDDA 6836

1. POST SECONDS COMMENTS CONTAINED IN REF B WHICH DISCUSSES  
CLROPOSED VISIT OF IOWA STATE TRADE MISSION (ISTM) TO  
SAUDI ARABIA. AS FAR AS EASTERN PROVINCE IS CONCERNED, FOOD  
PROCESSING AND PACKAGING COMPONENET OF TRADE MISSION MAY BE OF  
LITTLE INTEREST TO LOCAL COMPANIES BUT POST WOULD LIKE TO BE  
ADVISED ON THAT PORTION OF TM WHEN IT CECOMES KNOWN. A FEW  
LOCAL COMPANIES AND AGRICULTURAL EXTENTION SERVICE UNIT OF  
ARABIAN AMERICANIOIL COMPANY MIGHT FIND WORTHWHILE TO MEET WITH  
NUMBER OF MEMBERS OF ISTM AND COULD BE ENCOURAGED TO FLY TO  
RIYADH TO HA BGUDGES ROAD CONSTRUCTION EQUIPMENT PORTION OF ISTM COUL  
D

WIN ATTENTION OF MARKET HERE ALTHOUGH MOST "HEAVY AND  
HIGHWAY" CONSTRUCTION COMPANIES OPERATING HERE HAVE  
MADE THEIR BASIC INVESTMENT IN EQUIPMENT. ALSO THOSE  
COMPANIES, TYPICALLY, ARE RELUCTANT TO PURCHASE NEW LINES  
WIMVG

LLARTS AND AFTER-SALES

SERVICE. HENCE, WHEN POST RECEIVES COMPOSITION SUMMARY  
OF TYPES OF CONSTRUCTION EQUIPMENT REPRESENTED ON ISTM, IT  
PLANS TO MATCH PRODUCT WITH POTENTIAL AGENTS AND DETERMINE  
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IF LIST LONG CPKS YED TO ATTRACT

INDIVIDUAL MEMBERS OF ISTM.

3. ALTHOUGH FOREGOING COMMENTS ARE QUALIFIED PENDING SUCH TIME AS WE HAVE FULL PICTURE OF WHAT PRODUCT LINES WILL BE INCORPORATED IN SUBJECT TRADE MISSION, BELIEVE SOME CONSIDERATION CAN NOW BE GIVEN TO SENDING TRUNCATED VERSION OF ISTM TO DHAHRAN IF RIYADH IS LAST STOP ON MISSION'S ITINERARY. IN THIS REAGRD IOWA STATE DEVELOPMENT COMMISSION MAY WISH TO NOTE THAT LARGEST CONSTRUCTION COMPANY BASED IN IOWA, GREEN CONSTRUCTION, HAS SUBSIDIARY IACTIVE HERE (SEE DHAHRAN 1322 AND 1320) AND IS IMPORTANT IMPORTER AND BOOSTER OF IOWA-MANUFACTURED PRODUCTS USED IN CONSTRUCTION INDUSTRY. BELIEVE THAT GREEN MIGHT BE INTERESTED IN JOINING WITH CONGEN IN CO-HOSTING VISIT OF ISTM TO CONSULAR DISTRICT. POST WILL DISCUSS THIS POSSIBILITY WITH LOCAL GREEN REP WHEN IT HAS IOWA STATE REACTION OF FOREGOING AND BETTER PICTURE OF PRODUCT LINES TO BE REPRESENTED IN IOWA MISSION. BUSHNELL

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
**Draft Date:** 01 NOV 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
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**Reference:** 76 STATE 256451, 76 JIDDA 6836  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** oatisao  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 21 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <21 JUL 2004 by schwenja>; APPROVED <10 AUG 2004 by oatisao>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Status:** NATIVE  
**Subject:** PROPOSED IOWA STATE IOGA TRADE MISSION  
**TAGS:** BEXP, SA  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006